

Special Report

Large Display Monitor

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NABSHOW
Where Content Comes to Life

2015 NAB Show Expands to over One Million Net Square Feet

The NAB Show in Las Vegas this year was a big event with over a million sq. ft. of space (92,900m²). The organisers said that there were 244 companies exhibiting for the first time, out of 1,700 overall. 650 exhibitors were from outside the US. As the show started, preliminary registered attendance was 103,042 - a quarter from outside the US and 1,600 press.

Impressions from NAB 2015

I could not cover all the news from NAB 2015, but I can provide some impressions based on the companies I did meet with. You can see some of this coverage in videos posted from the event as well.

Overall, I was looking at advancements in high dynamic range (HDR), 3D, virtual reality, LED displays, projection, professional monitors and the 8k ecosystem – and there were interesting developments in each of these areas.

For example, **Technicolor** described its good, better and best approach to HDR content creation. Good allows an automated

approach to remastering standard definition content to HDR, which is great for legacy content. The better approach builds on the good conversion to allow a colorist to intervene to optimize the conversion. In reality, Technicolor believes most legacy conversion projects will feature a mixture of these two. The best approach is typically going to be applied to new content and allows a full suite of tools to be used from content creation through the post production process.

Technicolor is also leading the UHD Alliance efforts to specify a distribution format for HDR content and also offers set top boxes that will support decoding of the HDR content.

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